

**Listing of Claims:**

1-16. (Cancelled)

17. (Previously Presented) A personal care product comprising:

a liquid impervious baffle;

a liquid pervious liner;

an absorbent core positioned between the baffle and the liner; and

an odor sorbent substrate positioned between the baffle and absorbent core and wrapped around the absorbent core, wherein the substrate is coated with a durable activated carbon ink, the activated carbon ink consisting essentially of activated carbon particles and a binder.

18. (Previously Presented) The personal care product of claim 17, wherein the personal care product is selected from the group consisting of diapers, training pants, absorbent underpants, adult incontinence products, and feminine hygiene products.

19-21. (Cancelled)

22. (Previously Presented) The personal care product of claim 17, wherein the activated carbon particles are present in an amount of between about 2 and 80 wt.% of the substrate on a dry basis.

23. (Previously Presented) The personal care product of claim 17, wherein the activated carbon particles are present in an amount of between about 5 and 75 wt.% of the substrate on a dry basis.

24. (Previously Presented) The personal care product of claim 17, wherein the activated carbon particles are present in an amount of between about 10 and 30 wt.% of the substrate on a dry basis.

25. (Previously Presented) The personal care product of claim 17, wherein the substrate contains a film, nonwoven web, coform web, airlaid paper web, wetlaid paper web, or a combination thereof.

26. (Previously Presented) The personal care product of claim 17, wherein the substrate contains a wetlaid or airlaid paper web.

27. (Previously Presented) The personal care product of claim 17, wherein the substrate contains a film.

28. (Previously Presented) The personal care product of claim 17, wherein the binder is a styrene-acrylic binder.

29-31. (Cancelled)

32. (Previously Presented) The personal care product of claim 17, wherein the ink is applied to the substrate as an aqueous solution.

33. (Previously Presented) The personal care product of claim 17, wherein the substrate is wrapped around the absorbent core so that one or more sides of the core are left open.